

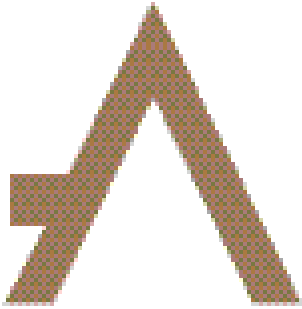


My Guide to The DAM System



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The Digital Asset Project Team welcomes you to the DAM System

What is The Dam System, what does it mean to you, and why should you give a Dam?

The Dam System is an organized repository for storing, archiving, and accessing your files. It will decrease the coordination of assets therefore allowing you more time to do what you love to do - create! The benefits are multiple; individuals will benefit from faster location, transfer, and formatting of assets. The Studio and other team members will benefit from electronic job distribution, fewer bottlenecks, fewer queues for asset formatting, distribution of reusable assets to clients and vendors and more. Overall the enterprise will benefit from faster production cycles, greater quality management, and easy gathering of assets for pitch and pr presentation.

First step was organization. We created a folder structure and naming conventions that can be replicated across teams for consistency and ease. Secondly, we overlaid The Dam System on top of our new structure to monitor and index and meta tag our assets - all of which enables searching, finding, and retrieving assets quickly and efficiently. These two objectives together with numerous secondary objectives will create efficiencies within creative and across the organization.

The Dam System enables you to:

- Search for your files
- Search for archived files (that's right, no more submitting a request and waiting hours, sometimes days)
- Repurpose your files in a wide variety of formats and styles
- Remotely upload new files into the system
- Version files through the web browser
- Download files in high or low-resolution, or in a different file format than the original
- Create PDF catalogs of your files without any software
- Preview and collaborate on Quark XPress files through the browser- no Quark needed
- Distribute assets to third party vendors
- Manage audio/video files
- Manage PowerPoint files



What are these DAM terms?

Creative Digital Asset- logos, photos, graphics, fonts, quark layouts, audio, video, flash files, web presentation layers, creative showcase kits....any digital unit of work created by our professionals (that's you) and used at least once but most likely reused or repurposed multiple times

DAM- Digital Asset Management

Keyword- Searchable words that are used to describe the content of an image

R3volution- The software that we are now calling the DAM system

Meta-Data- Pieces of information that are attached (or tagged) to individual assets. This meta-data allows you to easily search for and retrieve assets



File Naming Conventions and Folder Structure

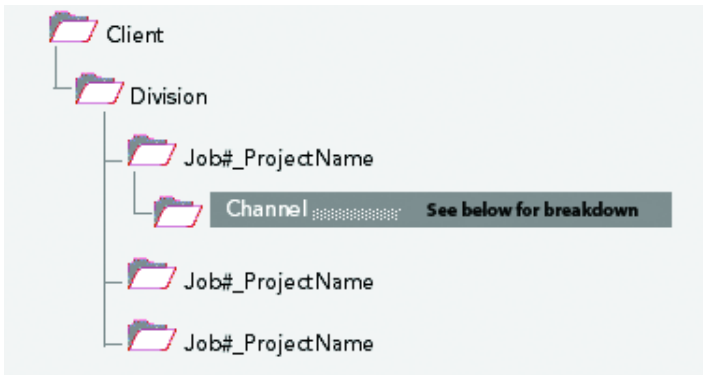
We have developed a company-wide file naming convention as well as a standardized folder structure for storing all of our creative assets. The main benefit of this standardized convention and folder structure is to limit the amount of “manually keying” data information into the database for each user.

By simply following the specified naming convention and folder structure, most of the pertinent meta-data is already parsed out of the file and folder names into the meta-data fields for each asset automatically. This will enable users to search for specific information within each asset from the web browser. Once again, allowing you to do more of what you like to do- Create!

> File Naming-

Channel	File Naming Convention	File Naming Example
Offline	Job#_Component_Descriptor_Status_Round.xxx or Job#_Component_Descriptor_Size_Version.xxx	ABC123_PC_Descriptor_WIP_R2.xxx or ABC123_AD_SAVOnly_S1_WIP.xxx
OLA	Job#_Component_SitePlacementSize_Round_Sound.xxx or Job#_Component_SitePlacementSize_KSize_NoSound.xxx	ABC123_OLA_Yahoo180x600_R1_S.xxx or ABC123_OLA_Yahoo180x600_30k_NS.xxx
Email	Job#_Component_Descriptor_Round_Version.xxx	ABC123_EML_TexasHotel_over50_R2.xxx
Original Photography	Job#_Category_Descriptor_Image#.xxx	ABC123_OP_Descriptor_Image#.xxx
Websites	Job#_Component_Descriptor_Round_Version.xxx	ABC123_WF_INTREV_R1_V12.xxx

> Folder Structure



Breakdown by Channel							
OFFLINE	OLA	EMAIL	AUDIO_VIDEO	WEBSITES			
<ul style="list-style-type: none"> Offline <ul style="list-style-type: none"> Component (i.e. PostCard) <ul style="list-style-type: none"> 01PreStudio <ul style="list-style-type: none"> ABC123_BRC_descriptor_WF_R3.apd Old (R1, R2) Creative_Assets 02Copy <ul style="list-style-type: none"> ABC123_CFD_Test_R3.doc Old (R1, R2) 03Assets_Inbox 	<ul style="list-style-type: none"> OLA <ul style="list-style-type: none"> Component (i.e. Banner Popup) <ul style="list-style-type: none"> 01Copy <ul style="list-style-type: none"> Latest#3.doc Old (R1, R2) 02Concepts <ul style="list-style-type: none"> Concept_Assets Working Presentations 03Production 04Assets_Inbox 05For_Traffic 06Final_From_Vendor 	<ul style="list-style-type: none"> Email <ul style="list-style-type: none"> Component (i.e. Email) <ul style="list-style-type: none"> 01Copy <ul style="list-style-type: none"> Latest#3.doc Old (R1, R2) 02Concepts <ul style="list-style-type: none"> Concept_Assets Working Presentations 03Production 04Assets_Inbox 05For_Development <ul style="list-style-type: none"> Copy Cut_Graphics 	<ul style="list-style-type: none"> Audio_Video <ul style="list-style-type: none"> 01Video <ul style="list-style-type: none"> Test_Cuts Final_Cuts Assets Story_boards 02Audio <ul style="list-style-type: none"> Test_Cuts Final_Cuts Assets <ul style="list-style-type: none"> Voiceover Music Effects Transcripts Scripts Assets_Inbox <p>* Shaded Folders on Audio_Video Cloud</p>	<ul style="list-style-type: none"> Website_High_Level_Design <ul style="list-style-type: none"> 01Research 02Customer_Experience_Model 03Web_Strategy 04Design_Document 05Wireframes 06Site_Map <ul style="list-style-type: none"> Latest#3 OLD (R1, R2) 07Comps <ul style="list-style-type: none"> Latest#3 OLD (R1, R2) 08Copy <ul style="list-style-type: none"> Latest#3 OLD (R1, R2) 	<ul style="list-style-type: none"> Website_Detailed_Design <ul style="list-style-type: none"> 01Site_Map 02Wireframes 03Functional_Specs 04Concepts <ul style="list-style-type: none"> Concept_Assets Working 05Copy <ul style="list-style-type: none"> Latest#3 OLD (R1, R2) 06Comps <ul style="list-style-type: none"> Latest#3 OLD (R1, R2) 07Source_Materials 08Flash_Specs 09Inventory_Asset_Tracker 10Final_Comps_and_Templates 11Final_Build_Assets 	<ul style="list-style-type: none"> Website_Usability <ul style="list-style-type: none"> 01Objectives 02Research_Plan 03Moderators_Guide 04Prototype 05Findings 	<ul style="list-style-type: none"> Website_Sitelet <ul style="list-style-type: none"> 01SiteMap 02Wireframes 03Specifications 04Concepts <ul style="list-style-type: none"> Concept_Assets Working Comps 05Copy <ul style="list-style-type: none"> Latest#3.doc Old (R1, R2) 06Production <ul style="list-style-type: none"> Source_Materials Flash_Specs Final_Comps_and_Templates Inventory_Asset_Tracker For_Development



THE DAM SYSTEM WORKFLOW

Illustrated below are some simple steps to show where and how The DAM System will support our workflow. This supports the training sessions and in no way covers all functions of the system.

CREATE FOLDER STRUCTURE

After Project Kick-Off the delivery manager activates/creates the job folders using the template and renames the template with the appropriate job # and project name.

USE NAMING CONVENTIONS

Once the project is initiated the team works on their assets, naming them using the prescribed Naming Conventions, and saving them into the project folders. During the project, it is imperative that users name their assets accurately and save them to the correct folders. Metadata is pulled directly from the file and folder names to the appropriate fields which will enable you to use the system's search functions.

SAVE FILES BACK TO SERVER - DAILY

Please save files back to the server at least twice a day (say, at lunch and at the end of the workday) and each new day use the search capability to search for project files using the search function and the reveal app. All files and associated assets will be at your finger tips within seconds.

PASS FILES VIA THE ASSETS_INBOX

During the project - all team members should use the Assets_Inbox to pass assets to each other. Each project folder structure has an Assets_Inbox just for this purpose. No more emails, no more posting, no more dropping in the user folders. All transmission of assets will be via the Assets_Inbox located within each project folder.



SUPPORTING DOCS GO ON TEAM SITES

All supporting project documentation will live on the Team Sites. Examples of supporting documentation are Schedules, Budgets, Scopes, Briefs, Action Needed Forms, and Spec Sheets, etc. There is a link on each Team Site allowing for easy movement to and from The DAM System.

COLLECTING FILES FOR THE STUDIO

If your project is offline and ready for the studio - simply collect your files and rename the folder using the project number and component type (i.e. ABC123_letterone; ABC123_envelope; ABC123_insert). Each component must be saved in its own folder and dropped into the Studio_Drop_Box for pickup by the Studio person assigned to your project.

JOB MANAGER DAILY ASSIGNMENTS

The DAM System is integrated with our Job Manager system allowing Studio Production Designers to access their daily projects via an electronic job sheet. This alleviates the “to Bob” folders and allows the smooth and accurate transition of work from one Studio person to another.

PASSING FILES BACK TO ART DIRECTORS

If for some reason the Studio has to return the file to an Art Director - they will use the same method in reverse and notify the Art Director that the folder is ready for pickup in the Studio_Drop_Box. Retouched artwork will travel via CD directly to the Production Dept and Released Projects will travel by CD or FTP or BOTH directly to Production or to a vendor.

BURNING FILES TO DISC

The DAM System has a disc burning device (Rimage) which will be centrally located in The DAM Library (12th floor in Boston) but accessed via all user's desktops. Once installed, users will be trained in its functions.

ONLINE PROJECTS

For projects other than offline - the process is similar in that the folder structures are set up after kickoff and the team uses the prescribed naming conventions and folder structure for saving assets. Each channel has its own set of folders that are unique to its workflow and assets. All channels have an Assets_Inbox or AV_Drop_Box for passing assets. In addition, the OLA channel has a folder called For_Traffic used for collecting the assets to be trafficked to the final destinations and a Final_From_Vendor folder used for collecting final assets.



The EMAIL and SITELET channels have For_Development folders used to collect files heading into development. And the DETAILED WEB DESIGN channel has a folder for Final_Build_Assets. Please study the folder structures for each channel and use them appropriately.

USER FOLDERS

Yes, we are retaining User Folders however they are to be used strictly for one purpose - storing your personal assets! All Digitas work must be saved on The DAM System. Please remember that all project folders have an Assets_Inbox and a folder for delivering assets to another department or capability so you will not use your individual user folders for this purpose anymore. Also, remember that it is now easier to archive and to pull your work from archive - no more saving Digitas work in your User Folder. All User folders will be monitored for adherence to this new process.

PITCH WORK

So where do you put your pitch concepts and work - in the newly established Pitch Folder! The folder is called 07Pitch_Work on the bosdam51 server. Pitch work files should be organized by Client and Job Number.

LOGOS & FONTS

What about Logos and Client specific fonts? All logos will be retained in the Client_Logos folder on the Studio area. This area is accessible only via the web browser. This folder is accessible to all users regardless of channel. Fonts are licensed items and should not be stored on the DAM. If any team member receives a font or logo directly from another source, he or she must send it directly to the studio for addition to the client folder.

MORE DAM STUFF

There are many other features offered in The DAM System. We'll take this slow - once a team has their files clean and migrated and begins working comfortably and accurately within the system we will offer advanced training for other features. Or you can be adventurous and seek out advanced features via the Web Browser.

DAM CONTACT

As always - please call our very own DAM Guys, Michael Hollitscher in NY at x5411, and Jeff Beauregard in Boston x1941 for anything regarding The DAM System.

The Login Page:

The Login page will show you only the team and personal folders that you have access to. This is managed by Active Directory, which also manages your login username and password, so your DAM password will be the same as your Digitas network password. Therefore, as you change your network password you will need to remember that your DAM System password will automatically change with it.

Once again, the system is permission based. So, when you login the system will know who you are and only give you access to the files and functions your position requires.

The Menu Bar:

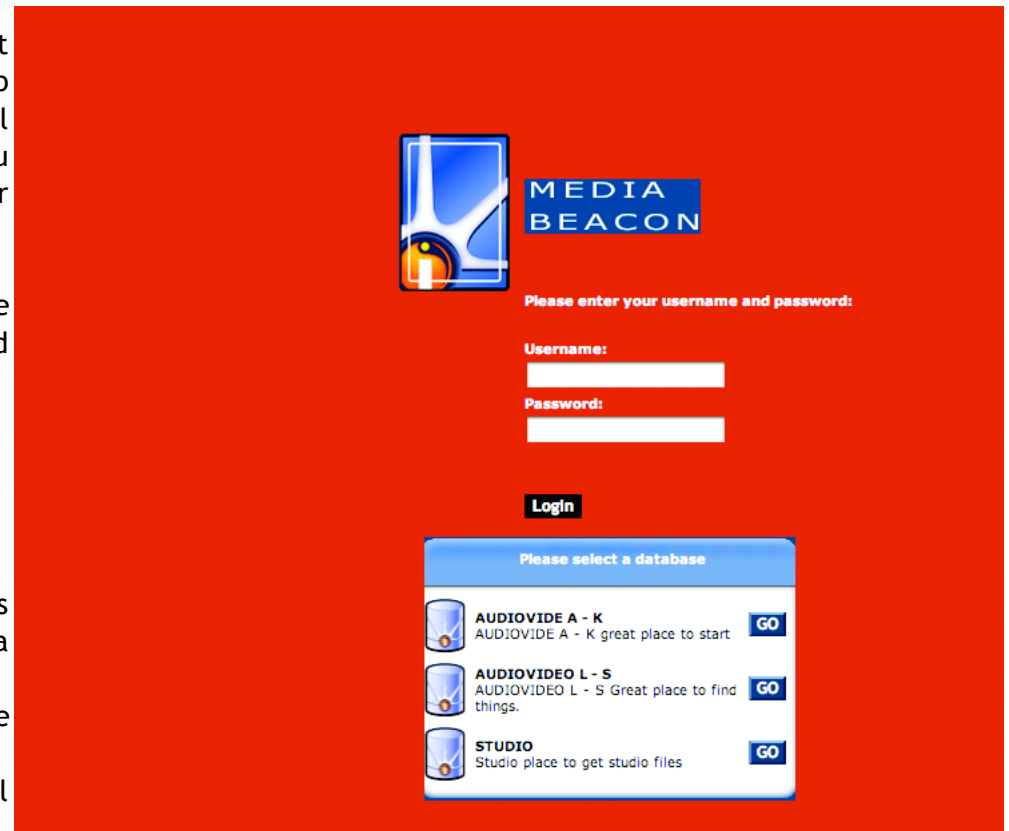
Folder Transparency

- > When turned on you will be able to see all files in all folders below their current folder. Files will appear as if they were in a single folder.
- > When folder transparency is turned off you will see only the files that are within the specified folder.

Note: Folder transparency must be turned on for global searches to work correctly.

Col and Row Buttons (these buttons work when in Tile view)

- > The col buttons (-/+) allow you to add or remove columns when in Tile view.
- > The row buttons (-/+) allow you to add or remove rows on the Tile view.



Folder Transparency

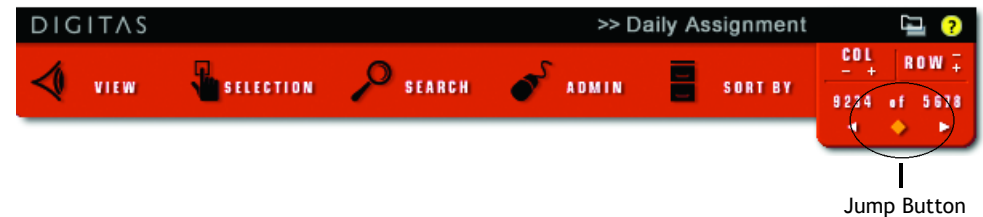


Col and Row

The Menu Bar (cont.)

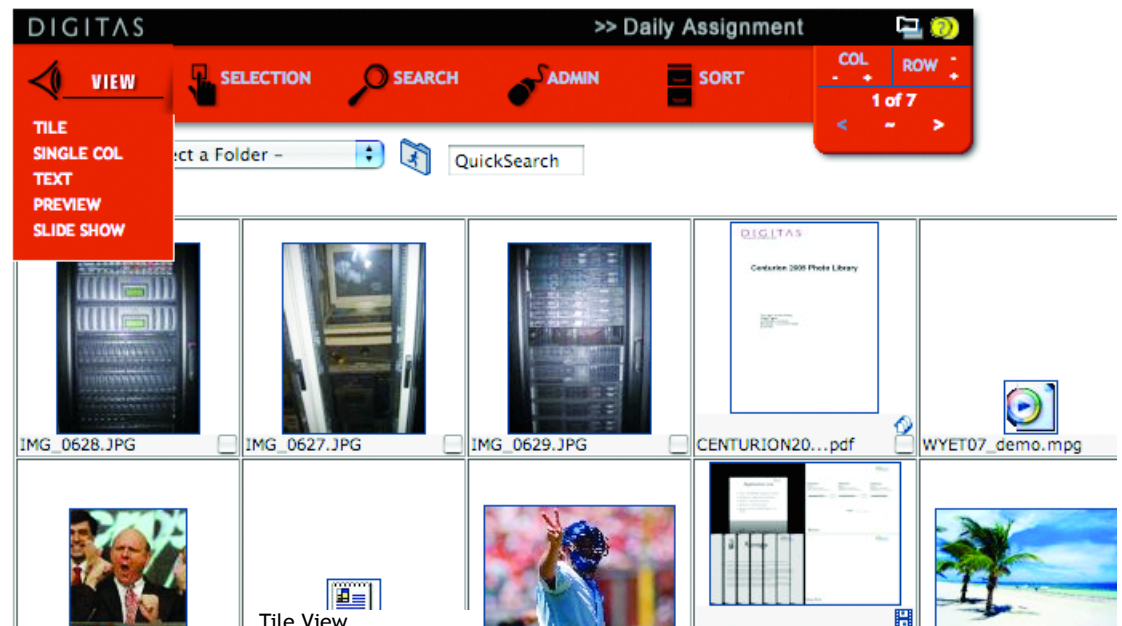
Jump Button

- > The Jump button allows you to move around in the file browser quicker. If folder transparency is turned on you can jump to any point below your root browse directory. If folder transparency is turned off you can only jump inside the current folder.
- > Clicking on Jump will open a new graphic that will allow you to type in what page number you want to jump to.



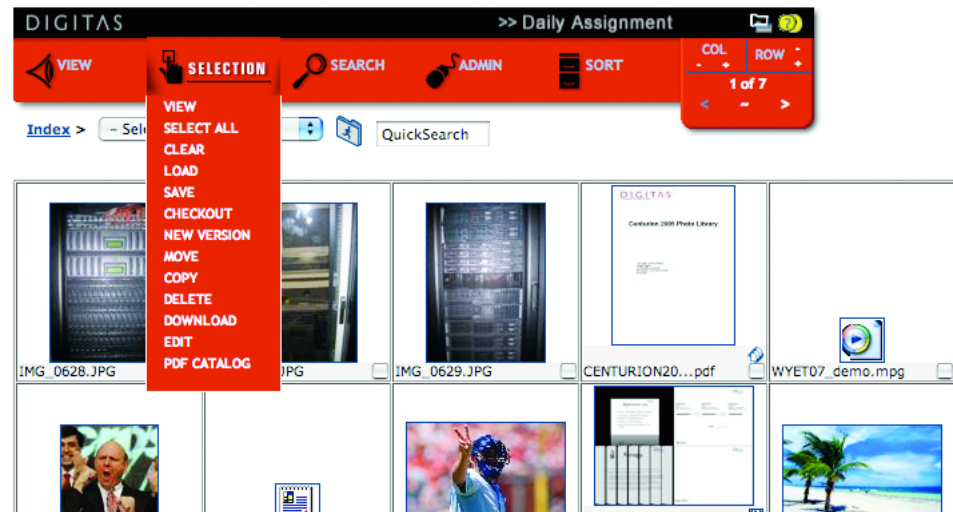
View Menu Item

- > Tile- This view features a small version of the asset (typically referred to as a "thumbnail") and the file name only.
- > Single Col- This view presents the thumbnails in a single column on the left side of the browser window with select metadata fields.
- > Text View- A text only view is the fastest loading view of assets in the DAM System. It presents selected metadata in a tabular format.
- > Preview- A view that displays a larger version of the asset and select meta-data.
- > Slide Show- This view is specifically designed to present assets in a linear fashion similar to a presentation. Use the Prev and Next buttons to move back and forth between assets.



Selection Menu Item

- > View- By selecting this option, the Browser only shows the selected files. This is useful for refining a search, or reviewing your selections.
- > Select All- This selects all files in the entire list (not just those displayed on the page).
- > Clear- This deselects all the selected items.
- > Load- Loads a previously saved selection of files.
- > Save- Saves the current selection of files as a private or public selection. Others on the DAM System can view your selections (unless you save as private selection). Saving selections makes it easy to pass files between users.
- > Move- Only available to system Administrators.
- > Copy- Only available to system Administrators.
- > Delete- Only available to system Administrators.
- > Edit- Using this option, you can change relevant information about this file. Different users of the system may have different edit levels, so not all options may be open to you.
- > Checkout- Allows you to check out an asset or selection of assets. Upon submitting a checkout request, the user will need to name the request and specify if there will be a new version of the assets. Checked out items still appear on the web browser, but cannot be modified or downloaded
- > New Version- Makes a new version of an asset or selection of assets. The DAM has the ability to keep track of separate versions.
- > Download- This option helps you retrieve/share files. There are a number of options that you can specify for your downloaded files, such as size, format and quality.
- > PDF Catalog- By selecting this option, you can create a PDF that visually represents all the selected files in a customized PDF Catalog.



CHECK OUT

You are about to checkout [2] asset(s).

[Index > CLIENTS A - M > IMG_0627.JPG]
[Index > CLIENTS A - M > IMG_0629.JPG]

Checkout Name:

☐ Download files: Computer type: Macintosh

☐ Create version of updated files:

Check Out Cancel

Search Menu Item

Simple- The easiest method to find files.

- > Search Type- Allows you to specify if the search is a new search or a search of the current results.
- > New Search- Perform a "fresh" search of all files available to you.
- > Search within current results- Perform a search within the current results of the last search.
- > You can narrow your search by selecting from the Category and Contains pull-down menus then entering the word or file name you are searching for.

Content_ Content Search can do full text searches of any unflattened files (doc, qxd, unflattened psd or pdf files) in the same manner that internet search engines can do text searches. As with all other search methods on DAM, the speed of your search is determined in large part by the level you are searching at. (Searching the entire Team Folder will be much slower than searching a particular job folder.)

Workgroup- Allows you to search all servers running R3volution. Currently not an option with the system.

Keyword- The Keyword Search allows you to search only the keyword field. Up to four keywords may be entered and the menu allows you to make the search criteria contain all of the keywords or any of the keywords.

Show All- This button will clear search results and refresh the page to display all assets in a folder.

The screenshot displays the DIGITAS application interface. At the top, a red navigation bar contains icons for VIEW, SELECTION, SEARCH, ADMIN, and SORT. The SEARCH icon is highlighted, and a dropdown menu is visible with options: SIMPLE, CONTENT, KEYWORD, WORKGROUP, and SHOW ALL. Below the navigation bar, the main content area shows three search panels, each outlined in red.

Simple Search Panel: This panel is titled "SIMPLE SEARCH". It features a "Search Type" dropdown set to "New Search" and a "within [Index]" dropdown. Below this is a search input field with a "File Name" label and a "contains" operator. A "Search" button is located to the right of the input field. Below the search input is a "Save Search:" label and a text input field, followed by a "Save" button. At the bottom, there is a "Saved Searches:" label and a list area.

Content Search Panel: This panel is titled "CONTENT SEARCH". It has a single search input field and two buttons: "Search" and "Advanced".

Keyword Search Panel: This panel is titled "KEYWORD SEARCH". It features a "Search Type" dropdown set to "New Search" and a "within [Index]" dropdown. Below this is a "Keywords must contain" dropdown set to "All" and a "of the following:" label. There are four input fields for keywords. A "Search" button is located to the right of the input fields. Below the search input is an "Available Keywords:" label and a list area showing "none".

Admin Menu Item

Note: Not all menu choices will be available to every user.

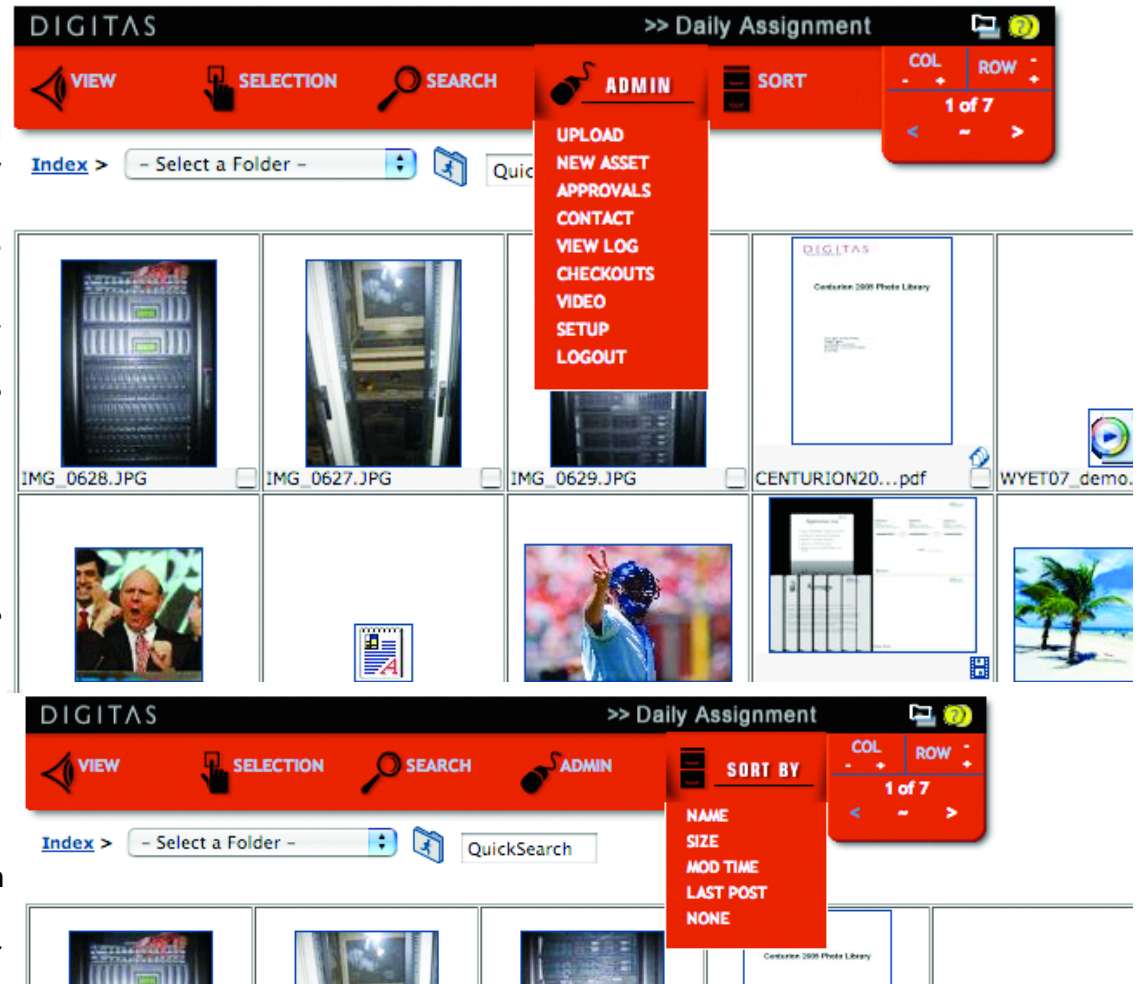
- > Upload- This page allows you to upload new assets. When uploading multiple files via this selection you should "stuff" your files using DropStuff then upload the .sit file. The DAM system will automatically un-stuff your files.

Note: It is highly recommended that you only use this method of uploading when you are doing so remotely. From within the Digitas network you should upload all files via the appropriate job folder on the file server.

- > New Asset- Allows you to create a placeholder in the DAM System with minimal meta-data.
- > Approvals, Contact, View Log, Video, Setup- These functions will not be implemented during this phase of the DAM System implementation.
- > Checkouts- Displays current checkout requests. When checking assets back in, select Checkouts from the Admin pulldown and check them in using the Check in button.
- > Logout- Logs you out of the system.


Sort By Menu Item

- > Name- Changes the view to display the assets in alphabetical order.
- > Size- Changes the view to display the assets in order by their file size (smallest first).
- > Last Post- Changes the view to display the assets in the order of the latest message posting.
- > None- Changes the view to display the assets in the order that the assets were imported.



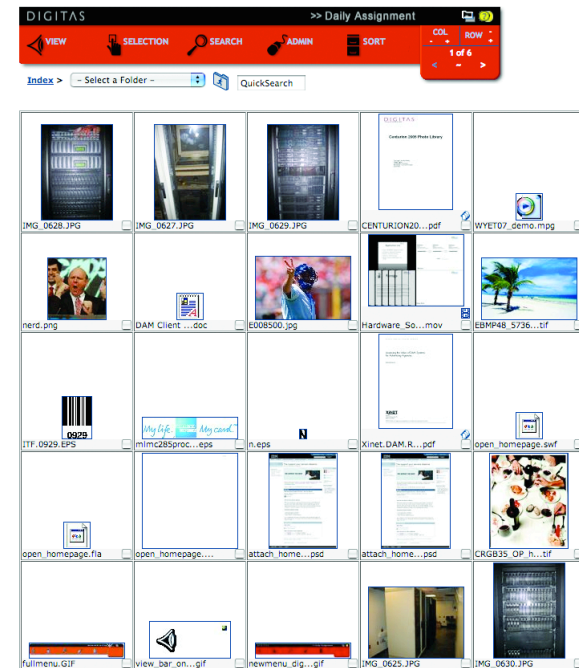
Common Functionality in Detail

DAM System Browser- The most common way to view the assets within the DAM System is in what's called the Tile view. In this view you can increase or decrease the number of columns and rows to suit your needs.

- > **Folder Navigation-** [Index](#) > [CLIENTS A - M](#) > [ESTABLISHMENT_SERVICES](#) 
- > **QuickSearch-** This searches thirteen specific meta-data fields. See Addendum B for list of these fields.

Extended View- Displays the asset in its largest form along with all of its accompanying metadata. The Extended View is usually accessed by clicking on a thumbnail which opens the asset in its own browser window. While in this view you can edit meta-data, edit image, start a discussion, respond to a discussion, download and view the change log.


- > **Quick Download-** Drops image on the loading dock without any changes.
- > **Convert-** Opens the Download Request window where users can convert files to different formats.
- > **Crop-** Allows you to crop an image before download. The image will first appear in the crop interface. The first click will create the top left area to be cropped. The second click creates the bottom right hand area to be cropped. Crop and download adds the cropped image to the loading dock. Start over starts the cropping process over, and cancel takes the user back to the Extended View.
- > **View Original-** This opens a new window where one can view the original asset. For files such as pdfs, the system substitutes View Original for View PDF.



- > Edit- While in the Extended View you can edit the assets meta-data. Once in the meta-data edit page the Cancel button will return you to the Extended View and the Submit button will make the changes to the metadata. **Note:** You may not have access to edit all of the meta-data.
- > Replace Asset- This command allows you to replace the asset file while maintaining the metadata. The Upload button will transfer the file from your computer to the DAM System. **Note:** This function should only be used remotely. When working internally the file server should be used.
- > Rename- This command allows you to rename the asset. This will not change any other attribute of the asset or its accompanying metadata. Confirm will change the file name and return.
- > Change Log- Loads the current asset's log. All activity by any user is logged by the server.
- > Zoom- Allows the user to zoom in on large assets, simply select the area with your mouse.
- > Resubmit- Asks R3volution to reimport the asset and regenerate the preview.

Replace Asset

REPLACE ASSET



Select a file to replace this asset

Use [Aladdin Dropstuff](#) to create a sit archive.

Then upload the archive. Please note the maximum size you can upload in this fashion is 2 GB (2,147,483,647 bytes).

Choose File no file selected

Upload

Rename Asset

RENAME ASSET

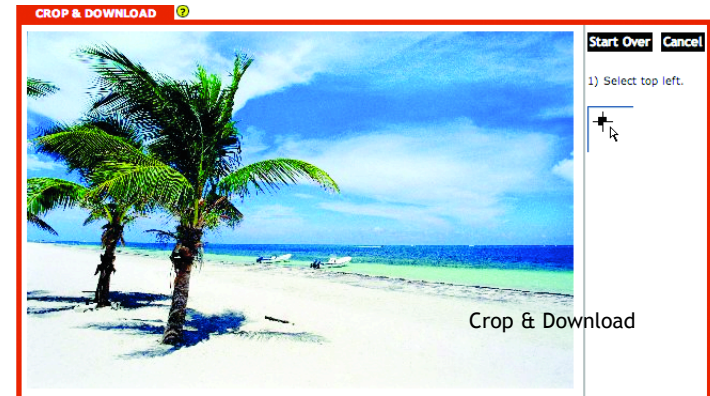


To

☐ Do not append file extension

EBMP48_57363151.tif EBMP48_57363151

Confirm Cancel



GLOBAL LOG

Username: Asset ID: 2559 Groups:

None selected

Date: Today Type: All Action: All Go

Date:	ID:	User:	Type:	Action:	Description
04-Feb-07 5:21 PM	2559	import	asset	export	EXPORT XML: F:\MBDATA\CLIENTS A - M\CCSG\Images\EBMP48_57363151.tif
04-Feb-07 5:21 PM	2559	import	asset	export	EXPORT XML: F:\MBDATA\CLIENTS A - M\CCSG\Images\EBMP48_57363151.tif
04-Feb-07 5:21 PM	2559	N/A	asset	download	View original: CLIENTS A - M/ CCSG/ Images/ EBMP48_57363151.tif
04-Feb-07 5:24 PM	2559	import	asset	export	EXPORT XML: F:\MBDATA\CLIENTS A - M\CCSG\Images\EBMP48_57363151.tif
04-Feb-07 5:25 PM	2559	import	asset	export	EXPORT XML: F:\MBDATA\CLIENTS A - M\CCSG\Images\EBMP48_57363151.tif
04-Feb-07 5:25 PM	2559	import	asset	export	EXPORT XML: F:\MBDATA\CLIENTS A - M\CCSG\Images\EBMP48_57363151.tif

Done

Change Log



Discussion Edit

Discussion Edit- This page is used to manage Stickies and their respective Discussions.

- > Delete button- This button allows you to delete individual stickies. This will not delete any discussions associated with the Sticky. **Note:** Past discussions will become "orphaned" without a sticky to identify them.
- > Topic field- For you to provide a topic for the discussion. The field under the topic field is the actual discussion post. The Stickies that have been applied to the asset are listed on the right of the Topic and discussion post fields. You may apply a new discussion to one of the Stickies by selecting one or more of them with the associated check box.
- > Submit button- This will add the discussion topic to the list of discussions with the asset.

Message Board- This page contains the image of the asset from the Extended View and all discussions associated with that asset. It will also be possible to send an email to

- > Display Menu- Controls the date range of the messages that will be displayed.
- > Hide Stickies check box- Controls the display of stickies on the asset but does not affect the display of messages under the asset.
- > Edit Stickies button- Will take you to the page that manages Stickies.
- > New Post button- Allows you to create a new discussion topic.



Message Board



Edit Stickies


- > Send Notification To- Allows you to have the system send an email notifying select individuals that a selection is ready for them to access. To add more than one email address separate the addresses with a comma.
- > Notes- Any text entered in this box will be in the text field of the email sent by the system.

Edit Stickies- Page for adding and deleting stickies. Click on yellow "Edit Stickies" button to access.

- > Stickies- Clicking anywhere on the asset will add the next available Sticky number (which is not always the highest number available). Each sticky number that is used is listed to the right of the asset.
- > Done and Cancel button- Returns you to the discussion page.

Download (from the Selection action item)- This function gives you many format changes that can be performed on the asset prior to downloading. You can download the asset as is, change the colorspace and format, or select from numerous resolution pre-sets.

- > Format- This function allows you to automate changing the assets format. You can change your asset to JPG, Photoshop, TIFF, PNG, or EPS.
- > Download Request- This function allows you to rotate your asset, change the colorspace to RGB, CMYK or numerous other colorspace options and to select from various preset resolutions. **Note:** There are many pre-set options that will enable you to download to a specific size for adding assets to the AwardWorks web site.
- > Scale- Reduce the size of your downloaded file by 25%, 50%, 75%, or to 640x480 or 1280x1024 screen size.
- > Remove Directory Hierarchy- Leaving this checked will download files to a single folder. Unchecking this box will mimic the folder structure that the file currently resides in.
- > Notify me by email- You will receive an email from the system once your request is complete.



COMPUTER TYPE:
Macintosh

ROTATE:
No Change

FORMAT:
TIFF Tagged Image File Format

SCALE:
No Change

RESOLUTION:
No Change


☒ Remove directory hierarchy.

Submit

Cancel

Format conversion may result in loss or distortion of clipping path and may have other side affects on the original image. For highest quality images, please download the original without changes.

☐ Notify me by e-mail when processing is complete.



COMPUTER TYPE:
Macintosh

ROTATE:
No Change

FORMAT:
TIFF Tagged Image File Format

SCALE:
No Change

RESOLUTION:
No Change
Screen (72dpi)
Fax (200dpi)
Printer (300dpi)
600dpi

☒ Remove directory hierarchy.

Submit

Cancel

Format conversion may result in loss or distortion of clipping path and may have other side affects on the original image. For highest quality images, please download the original without changes.

☐ Notify me by e-mail when processing is complete.

LOADING DOCK

The Loading Dock- Contains all of the files that you have requested to download. This page allows you to determine if you would like to download each asset individually, burn all selected assets to a CD, Deliver assets via FTP or download all of the assets in the loading dock as a stuffed file.







- > Download Individually- This function allows you to download assets one at a time.
- > Burn All To CD- This function allows you to enter appropriate information about the files and will burn all files on a CD with the information you entered printed directly on it. The CD burner will be located in the Creative Asset Library.
- > FTP Delivery- This function allows you to FTP all files to a server from the list of FTP servers or from a custom entered server. You will have the ability to auto-email the recipient with the FTP information.
- > Download all- This function stuffs all files into a .sit file and downloads to your desktop. For Macintosh users files will automatically unstuff and be placed in a folder on your desktop.
- > Back To MediaBeacon- This button takes you back to the main browser window.

BACK TO DAM
DIGITAS

Clear All
FTP Delivery
Name mb_files
Download All
1 of 2

Please drop the downloaded file on "Stuffit Expander" version 5.5 or above. Long filenames may require each file be dropped individually on stuffit.

Request queue is empty. All actions complete.

 <p>Log: Complete at Sun Feb 04 18:10:49 EST 2007 :EBMP48_57363151.tif (40.66 MB)</p> <p>Download: Mac Clear</p>	 <p>Log: Complete at Sun Feb 04 18:12:58 EST 2007 :E008500.jpg (82.38 KB)</p> <p>Download: Mac Clear</p>	 <p>Log: Complete at Sun Feb 04 18:12:58 EST 2007 :EBMP48_57363151.tif (40.66 MB)</p> <p>Download: Mac Clear</p>
 <p>Log: Complete at Sun Feb 04 18:12:58 EST 2007 :attach_home_0...psd (3.14 MB)</p> <p>Download: Mac Clear</p>	 <p>Log: Complete at Sun Feb 04 18:12:58 EST 2007 :CRGB35_OP_han...tif (35.87 MB)</p> <p>Download: Mac Clear</p>	 <p>Log: Complete at Sun Feb 04 18:12:59 EST 2007 :IMG_0625.JPG (433.12 KB)</p> <p>Download: Mac Clear</p>

Save Selection (under the Selection action item)- This function gives you an opportunity to allow third party individuals access to assets for review, to pass files to another individual or to save a group of files in a private selection for you to review later.

- > Selection Name- Allows you to name your selection.
- > Public Selection- Unchecking this box will make your selection private and only viewable by you. Checking it will make it viewable by anybody that has access to the DAM System.
- > Send Notification To- Allows you to have the system send an email notifying select individuals that a selection is ready for them to access. To add more than one email address separate the addresses with a comma.
- > Notes- Any text entered in this box will be in the text field of the email sent by the system.

Load (under the Selection action item)- Allows you to access your private selections or all public selections.

- > Selection- Once the Public or Private selection window opens, click on the link for the selection you wish to access. You will then be able to view your selection in the main browser window.



The 'SAVE SELECTION' form is shown with a red border. It includes a 'Selection Name' text field, a 'Public Selection' checkbox, a 'Description of selection contents' text area, a 'Send Notification To' checkbox, an 'Email' text field, and a 'Notes' text area. A 'Save' button is located at the top right.



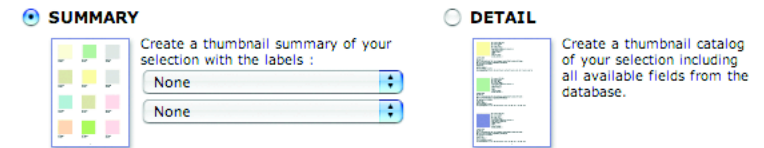
The 'PRIVATE SELECTION' window is shown with a red border. It displays 'Private Selections' and a link to 'My private files' with a 'Delete' button. Below the link is a 'Description of selection contents'.

The 'PUBLIC SELECTION' window is shown with a red border. It displays 'Public Selections' and a link to 'My public files' with a 'Delete' button. Below the link is a 'Description of selection contents'.

PDF Catalog- Allows you to create catalogs in Adobe Acrobat format. This page controls the content display and layout of the PDF catalog as well as the content on the cover page. Images generated in the PDF are linked directly to their associated asset on the DAM System.



- > **Summary-** Creates a PDF layout with thumbnail views and two meta-data fields of your selected assets. The creator can choose which meta-data fields to include in the PDF.
- > **Detail-** Does not offer any options. All meta-data for each asset will be included.
- > **Coverpage Title and Coverpage Description-** Enter your desired title of the PDF and a description of what is included in the PDF and both will display on the coverpage of the generated PDF.
- > **Create-** Will create the PDF and automatically save it to your desktop.

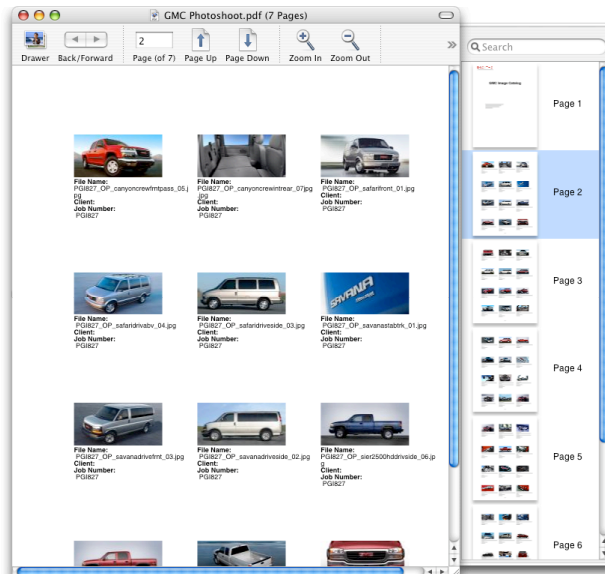
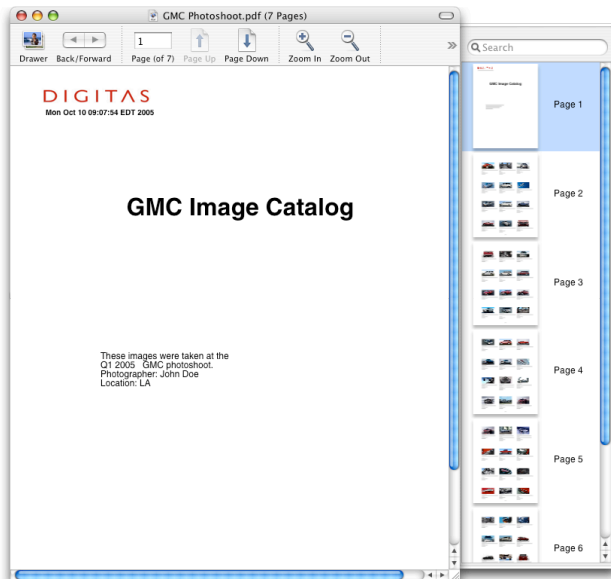


Coverpage Title:
Catalog Title

Coverpage Description:
Description of Catalog

- ☐ Create high resolution PDF for print
- ☐ Add barcodes to output for scanners

Create Done



Studio Daily Assignments- The DAM System has been integrated with the Job Manager system used in the Creative Studio making it easy for Studio users to easily access the jobs assigned to them for the day.

- > To access- Click on the "Daily Assignments" link in the upper right hand corner of the menu bar. A separate window will open asking for your username. Once you enter your name an HTML version of your daily assignment sheet will automatically open..
- > If you wish to maintain a printed copy go to "File/Print" in your browser menu bar.
- > To access your jobs you have two options:
 - Click on the job number link and it will take you directly to the asset within the DAM System browser. **Note:** The asset it takes you to may not be the exact document you need. Limitations within the system cause it to go to the first asset it sees with that job number.
 - Drag the job number link over the Reveal app. This will take you to the asset on the file server. **Note:** For this to work you must be logged into the file server. This is the recommended workflow. If you need the entire folder that the asset resides in make sure your window is in "column view" and navigate back one level.

Reveal Application- Helps you easily access the assets you need within the file system. Once you've completed your search and found the asset you are looking for simply drag it over the Reveal app and it will take you directly to the asset on the file server.

Daily Assignment Link

DIGITAS >> Daily Assignment

VIEW SELECTION SEARCH ADMIN SORT

Index > - Select a Folder - QuickSearch

COL ROW 1 of 1

Digitas - Studio Job Sheet

https://creativeassets.digitas.com/creative_projects/ZEN_JM_dailyreport.jsp

vid DAM Secure ESI 401(k) Portal SBS Arch Sign-in FUFL Kane Football Eliminator

STUDIO JOB SHEET

Daily Assignments by Graphic Artist

Oct 12, 2005 5:27:57 PM

GRAPHIC ARTIST	JOB NUMBER	JOB MGR #	CLIENT	TRAFFIC/ART DIRECTOR	JOB DESCRIPTION	DUE DATE	COMMENTS
Merrill,Thomas	XMR101-	5866	XM Radio	Derek 1713/Dave 1686	5 brochures	null	
Merrill,Thomas	ONC323-	5873	OnStar	Lauren 1603/Jenn 1036	12 let shells,bill to onc326	null	
Merrill,Thomas	OWNC36-	6514	GM	Sarah 8327/Jen 1917	Insert,card,10-11	2005-10-14 00:00:00.0	



Addendum A- Component Types and Abbreviations

Component	Component Abbr				
OFFLINE		Point of Purchase	POP	Technical Specifications	TSP
Answer Card	AC	Postcard	PC	Usability Findings	UF
Application	APP	Poster	POS	Usability Objectives	UO
Banner	BAN	Print Ad	PA	Wireframe	WF
Belly Band	BND	Self Mailer	SLF		
Billboards	BB	Sleeve	SLV		
Box	BX	Specifications	SPC	ORIGINAL PHOTOGRAPHY	
Brochure	BR	Style Guide	STG	Original Photography	OP
Buckslip	BS	Second Sheet	SS		
Business Reply Card	BRC	Sticker	STK	SHOWCASE KITS	
Business Reply Envelope	BRE	Stock Photography	STP	Brand Guidelines	BG
Card	CRD	T_C	TC	Photography	PH
Catalog	CAT	Take One	TO	Powerpoint	PP
CD Cover	CDC	Variable Text	VT	Results	RS
CD Label	CDL	Wrap	WRP	Showcase Kits	SC
CD Sleeve	CDS			Story	STR
Cerificate	CRT				
Concept	CON	ONLINE		AUDIO / VIDEO	
Coupon	COU	Online Ad	OLA	AudioVideo	AV
Copy Deck	CPD	E-Booklet	EB	AVI Movie	AVM
Door Hanger	DH	EMAIL		Motion Graphics	MG
Floor Cling	FLC	Email	EML	Mpeg Movie	MPM
Folder	FLD			OMF Audio List	OAL
Folio	FOL	WEBSITES		Original Music	OM
Form	FRM	Comps	COM	Quicktime Movie	QTM
Hero Card	HC	Final Comp	FC	Sound Effects	SFX
Insert	INS	Final Template	FT	Still Graphics	SG
Invoice	INV	Flash Specifications	FLS	Stock Music	STM
Label	LBL	Functional Specifications	FS	Title Cards	TCD
Logo	LG	Inventory Asset Tracker	IAT	Transcript	TSC
Letter	LTR	Moderators Guide	MDG	Voiceover	VO
Newsletter	NL	Protptype	PT	Windows Media Movie	WMM
Outer Envelope	OE	Research Plan	RP		
Packaging	PG	Site Map	SM		